Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the instant application:

What is claimed is:

1.   (Currently Amended) A method of establishing in a data processing system capable of being linked to the internet a hierarchically structured store web site for use on the internet comprising:

establishing in the data processing system:

a base store site module; and

at least one child module of the base store site module;

wherein the at least one child module has at least one entry port, and the base store site module has at least one entry port and at least one exit port for communication with the internet, at least one entry port of the child module being linked to at least one entry port of the base module;

wherein the at lest least one of child module has a plurality of exit ports, and at least some of the plurality of exit ports of the child module are linked to one exit port of the base store site module;

wherein the at least one child module comprises at least one among a store front (page) module, a shopping (area) module, a customer service (area) module, an information (area) module, and an auction (area) module; and

wherein the at least one exit port of the base store site module is available for linking with an exit port of a the at least one child module.

2.-12. (Cancelled)

13.   (New) The method of Claim 1, wherein at least one of the plurality of exit ports of the at least one child module is linked to at least one entry port of another child module.

14.   (New) The method of Claim 1, wherein the at least one entry port and at least one exit port of the base store site module is linked to at least one entry port and at least one exit port of the at least one child module.